GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Agriculture – Constitution of State Level Committee for Public Private Partnership for Agriculture Value Chain Development (PPPAVCD) – Orders – Issued.

AGRICULTURE & COOPERATION (Agri.II) DEPARTMENT

G.O.RT.No. 183 **Dated: 08-04-2025**

Read:

From the Director of Agriculture, AP., Guntur, Letter No. AGC02-27025/12/2023, dated.14.03.2025.

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ORDER:

In the circumstance reported by the Director of agriculture AP., Guntur in the reference read above and the Government after careful examination hereby constitute a State Level Committee of Public Private Partnership for Agriculture Value Chain Development (PPPAVCD) with the following members:

S. No	**Officers**	**Designation**
1	Special Chief Secretary, Agriculture & Cooperation	Chairman
2	Director of Horticulture, Department of Horticulture	Member
3	M.D, APMARKFED	Member
4	Commissioner/ Director of Marketing	Member
5	CEO, A.P Food Processing Society	Member
6	District collector of the cluster district	Member
7	Convener SLBC	Member
8	Representative of ANGRAU	Member
9	Representative of YSR Horticulture University	Member
10	Director of Agriculture	Member-Secretary

2. **Main Objectives of PPPAVCD programme are as follows:**

I. Shift from a production-centric approach to demand driven approach, thereby enabling deployment of newer technologies and better access to markets.
II. Augment the ongoing government efforts in agricultural development by leveraging the capabilities of the private sector and non-government entities as Implementing Agencies (IAs).
III. Mitigating production and price risks in agriculture and agriculture allied sectors.
IV. Enhance production/ productivity, improve nutritional security, especially in crops such as pulses, oilseeds, millets, and horticulture crops etc.
V. Create employment generation opportunities for skilled and unskilled persons, especially unemployed youth.
VI. Improve value addition, reduce wastage and bring efficiency in the value chain to increase farmers profitability.

(P.T.O)

Procedure for approval of the projects

I. The Nodal Department/Agency may invite proposals from entities interested in undertaking the project and shortlist them based on their experience in any aspect of the value chain associated with the crop. The Implementing agencies (IAs) can also submit their proposal directly to the Nodal Department/ Agency/PPPAVCD Cell.
II. IAs shall include FPOs/FPCs and their federations, Cooperatives/Societies, Partnership Firms, Proprietorship Firms, Companies, State Agriculture and Marketing Boards and Federations and other Public Sector entities of Central/State Governments.
III. IAs will submit the abstract of the proposal in the format designed for agriculture value chain development projects to state governments.
IV. The Nodal Department/Agency shall preliminarily examine the feasibility of the proposal and, if the idea is found good, will give a go ahead for submission of a detailed project report.
V. The IA will be eligible for assistance under different government schemes on a priority basis.
VI. The Committee constituted by State Government Nodal department will evaluate the proposal and presentations.
VII. Based on the approval, the project will be rolled out after an agreement has been signed between the State Government and the IA.

3. The Director of Agriculture, A.P., Guntur is as a Nodal department/agency and as nodal officer for PPPAVCD programme also.

4. The Director of Agriculture, A.P., Guntur is therefore requested to take necessary further action is the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH

B. RAJSEKHAR,
EX-OFFICIO SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Director of Agriculture, Andhra Pradesh, Guntur.
Copy to:
The Director of Horticulture, Andhra Pradesh, Guntur.
The MD AP Markfed, Vijayawada.
The Commissioner/ Director of Marketing, AP., Guntur
The CEO, A.P Food Processing Society, Nagarjuna Nagar, Vijayawada, AP.
The Convener SLBC, Vijayawada.
The Vice Chancellor, ANGRAU, AP., Guntur
The Vice Chancellor, YSR Horticulture University, Tadepalligudem.
All the District Collectors & Magistrates (copies communicates through DoA, AP., Guntur)
P.S. to Minister for Agriculture and Cooperation
PS to Ex-Officio Spl. CS (Agriculture and Cooperation) Dept., A.P. Secretariat.
Sc/Sf.

//FORWARDED BY ORDER //

SECTION OFFICER